

UNIVERSAL HEALTH COVERAGE

Everyone, Everywhere



India Activity Report:
World Health Day 2018

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INDIA ACTIVITY REPORT 2018



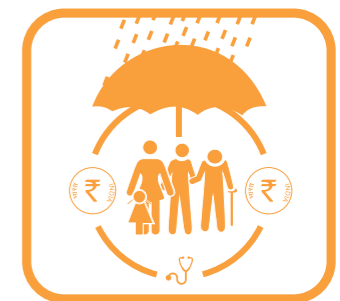
World Health Day 2018

Universal Health Coverage: Everyone, Everywhere

About World Health Day

World Health Day is an opportunity for the World Health Organization (WHO) to draw worldwide attention to a subject of major importance to global health. It is a global campaign, inviting everyone — from global leaders to the public in all countries — to focus on a single health challenge/agenda. The theme of WHD 2018 is Universal Health Coverage (UHC).

In this 70th anniversary year, WHO is calling on world leaders to live up to the pledges they made when they agreed the Sustainable Development Goals in 2015, and commit to concrete steps to advance the health of all people. This means ensuring that everyone, everywhere can access essential quality health services without facing financial hardship. Access to essential quality care and financial protection not only enhances people's health and life expectancy, it also protects countries from epidemics, reduces poverty and the risk of hunger, creates jobs, drives economic growth and enhances gender equality.



The Organization is maintaining a high-profile focus on UHC via a series of events through 2018, starting on World Health Day on 7 April with global and local conversations about ways to achieve health for all.

UHC global campaign objectives

Inspire—by highlighting policy-makers’ power to transform the health of their nation, framing the challenge as exciting and ambitious, and inviting them to be part of the change.

Motivate—by sharing examples of how countries are already progressing towards UHC and encourage others to find their own path.

Guide—by providing tools for structured policy dialogue on how to advance UHC domestically or supporting such efforts in other countries (e.g. expanding service coverage, improving quality of services, reducing out-of-pocket payments).



Key messages

- » UHC is about ensuring all people can get quality health services, where and when they need them, without suffering financial hardship.
- » No one should have to choose between good health and other life necessities.
- » UHC is key to people’s and nations’ health and well-being.
- » UHC is feasible. Some countries have made great progress. Their challenge is to maintain coverage to meet people’s expectations.
- » All countries will approach UHC in different ways: there is no one size fits all. But every country can do something to advance UHC.
- » Making health services truly universal requires a shift from designing health systems around diseases and institutions towards health services designed around and for people.
- » Everyone can play a part in the path to UHC, by taking part in a UHC conversation.

UHC advocacy events in India

In consonance with global efforts towards UHC, WHO Country office is working in sync with the government and other stakeholders in successfully navigating this journey.

The first step was the UHC Day in December 2017. At the national consultation, Advancing UHC in India: financing health, strengthening primary healthcare, the Union Minister of Health & Family Welfare Mr J P Nadda reiterated Government of India’s commitment to advancing the UHC agenda in the country.

In a substantive outreach in eight cities across the length and breadth of the country, advocacy events were organised in April in partnership with both central and state governments, and other key stakeholders, to make a strong call for UHC. The events focused on deliberating on the various facets of UHC and way forward in the country. Perspectives from the government, experts, nongovernment organisations (NGOs) and the private sector in addition to members of the press and other key stakeholder groups were brought together to encourage public discourse on UHC.

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Making health services truly universal requires a shift from designing health systems around diseases and institutions towards health services designed around and for people.

Everyone can play a part in the path to UHC, by taking part in a UHC conversation.

Power of teamwork at play

Planning, teamwork and collaboration form the core pillars of any successful venture. The World Health Day 2018 campaign was no exception — it was an excellent demonstration of the kind of teamwork WHO is credited with — vision, coming together of cross-functional expertise, combined with a strong partnership approach. Together with professionals from WCO, SEARO, partners in the government, medical colleges, academics, professional networks like Indian Academy of Paediatrics, Indian Medical Association Indian Association of Preventive and Social Medicine, UN agencies, nongovernment organisations (NGOs) and diverse stakeholder institutions, a strong message was sent out — UHC is an imperative.

People with diverse skills worked together to ensure successful event delivery. Anchored by the Health Systems team, the campaign strategy and execution was realised with strong support from NPSP team members on the ground, Communications, and Admin and Finance teams. The events were preceded by hectic consultations over several months. Discussions and debates helped fine-tune each minor and major aspect of the plan from advocacy objectives, agenda, budgets, outreach, branding, public relations... the list is endless, the moot point, simple – when we work together, we achieve more.

Amplifying the UHC message across India

In partnership with the National Centre for Disease Control (NCDC), a curtain raiser was organised on — 26 March 2018 to kick-start the World Health Day 2018 campaign on the theme of ‘Universal Health Coverage: Everyone, Everywhere.’ The event was attended by over 70 participants including senior government officials.

Between 5-15 April 2018, a series of regional consultations were organised in **Shillong, Bangalore, Bhopal, Patna, Ranchi, Jammu, Jaipur, Ludhiana**. In several cities, these events were anchored on important platforms in partnership with the state governments and other agencies for strong endorsements — for example in the state of Jharkhand, the Hon’ble Chief Minister launched the Rotavirus vaccine on the occasion, while in Meghalaya, Bihar and Jammu, the state Health Ministers attended the events.

The conversation around UHC received a strong push during WHO Director-General’s first official visit to India in March 2018 for the Delhi End-TB Summit. WHO DG Dr Tedros Adhanom Ghebreyesus stressed the need for UHC during his speech at the summit and also delivered a lecture on the subject at the NITI Aayog, the policy think tank of the Government of India.



PM Narendra Modi (L) with Tedros Adhanom Ghebreyesus (R), DG-WHO and Issac F. Adewole (centre), Nigeria’s health minister in New Delhi on 13 March. Photo: HT



New Delhi - 5 April 2018

This year, the WHO Regional Office for South-East Asia and the WHO Country Office for India jointly organised an event to celebrate the occasion. The event was held at the SEARO office in New Delhi and saw participation from staff and guests from India and the Region. In her speech Dr Poonam Khetrpal Singh, Regional Director, SEARO focused on the theme of UHC; she also gave away awards to winners of a photo contest held as part of the World Health Day activities. A short video from the Hon’ble Health Minister, Government of Timor-Leste was followed by a panel discussion moderated by Dr Phyllida Travis. The panelists included eminent personalities like Dr Vinod Paul, Member, NITI Aayog; Mr Manoj Jhalani, Additional Secretary & Mission Director (National Health Mission), Ministry of Health and Family Welfare, Government of India H.E. Mr Sidharto Reza Suryodipuro, Ambassador Extraordinary and Plenipotentiary, Indonesian Embassy; and Dr Mirai Chatterjee, Managing Trustee, Self-Employed Women’s Association (SEWA).

A real-time, web-based quiz anchored by homegrown quiz maestros from WCO and SEARO — Leonard Machado and Lluís Vinals — tested the ‘UHC Quotient’ of the audience members. The South-East Asia Journal for Public Health focusing on the theme of UHC was launched on the occasion. Dr Santosh Giri from Kolkata Rista, a community based organisation working for transgender, *hijra* (eunuch) and **MSM (Men having Sex with Men)** communities in West Bengal, Uttar Pradesh and other states, delivered the closing remarks, strongly advocating for leaving no minorities behind.



Winning photos by WCO participants



Rahat Chhabra, WCO India



Dr Chandrakant Lahariya, WCO India



Varun Chaudhary, WCO India



Dr Pankaj Bhatnagar, WCO India



Admin Unit, WCO India



Team: Varun Chaudhary and Saira Stewart, WCO India



Dr Pritam Roy, WCO India



Dr Rashmi Shukla, WCO India



Aryaman Munish



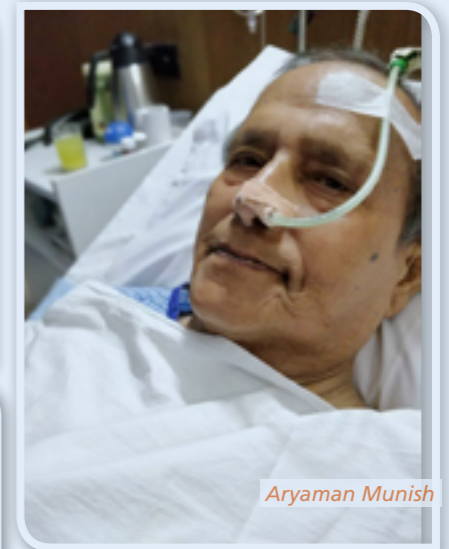
K Das, WCO India



Dr P Biswas, WCO India



Varun Chaudhary, WCO India



Aryaman Munish



Pradeep Joshi, WCO India



Praveen Sinha, WCO India



Dr Balwinder Singh, WCO India



Rahat Chhabra, WCO India



Dr Balwinder Singh, WCO India



Varun Chaudhary, WCO India



Team: Varun Chaudhary and Saira Stewart, WCO India



Varun Chaudhary, WCO India



Team: Varun Chaudhary and Saira Stewart, WCO India

Bengaluru, 6 April 2018

A consultation was organised in collaboration with MS Ramaiah Medical College, Bengaluru. The event focused on deliberating on the various facets of UHC and way forward in the country, sharing perspectives from the government, experts, medical colleges, civil society organisations (CSOs) and the private sector.

Participants: Ajay Seth, Principal Secretary (Health); Dr Rathan Kelkar, **Commissioner Health & Family Welfare services**; Dr Naresh Shetty, President Ramaiah Memorial Hospital; Dr Medha Y Rao, Principal & Dean, Ramaiah Medical College; representatives from the WHO and other key stakeholders. Key speakers included Dr Prabhudev Gowda, Government of Karnataka; Dr Sudha Chandrasekhar, Suvarna Arogya Suraksha Trust; Dr Girish, NIMHANS; Dr Suresh Shapeti, PHFI; and Mr Ravindra Reshme representing CSOs.

Event photos



Hilde Rene Susanne De Graeve and Lokesh Alahari from WHO participated in a live radio talk at BIG 5 FM with host Shruti Vijah, reached out to 3 million listeners.

Media coverage



Bhopal, 6 April 2018

WHO and the All India Institute of Medical Sciences (AIIMS), Bhopal partnered to initiate a fruitful discussion on UHC. The different sessions at the event focused on state initiatives and plans for advancing UHC; access to health services and addressing inequities; making services comprehensive or expanding the package of services; private sector engagement; and role of UN agencies, NGOs and civil society stakeholders.

Participants: Mr S Viswanathan, Mission Director, National Health Mission, Government of Madhya Pradesh; Dr Prof. Nitin Madhusudan Nagarkar, Director, AIIMS Bhopal; and Dr Rajesh Malik, Dean, AIIMS Bhopal, in addition to representatives from WHO, UNICEF, UNDP, Indian Medical Association, Indian Academy of Paediatrics, members of the press and other key stakeholder groups.

Event photos



Media coverage

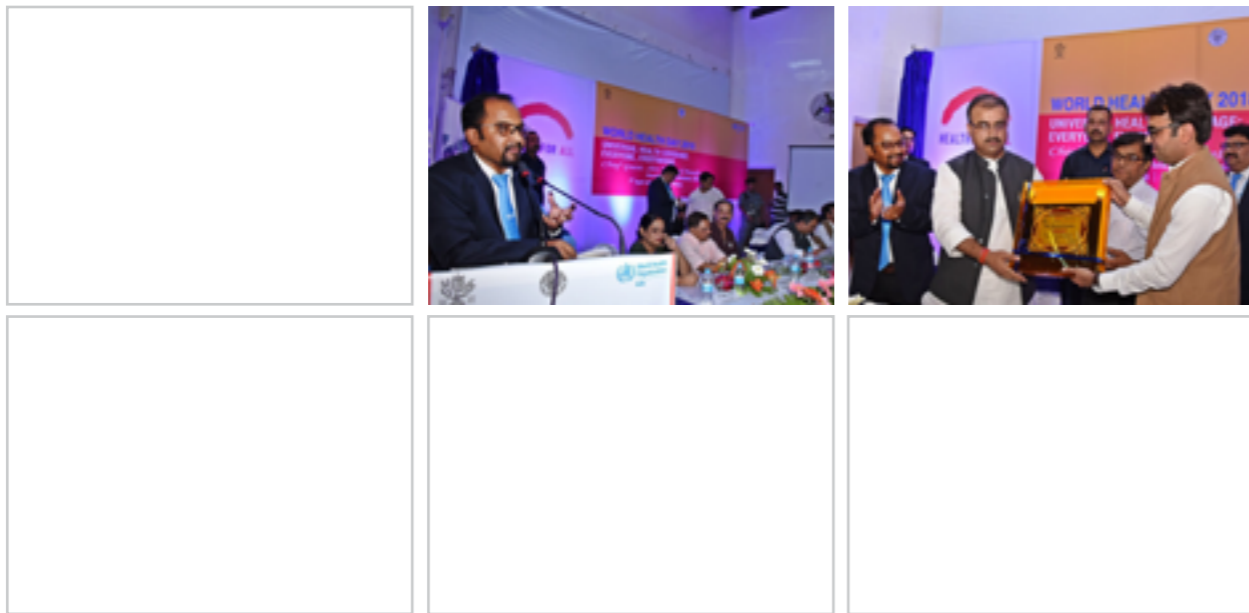


Patna, 7 April 2018

The event organised in partnership with the Patna Medical College, held discussions on various facets of UHC and way forward.

Participants: Mr Mangal Pandey, Health Minister of Bihar; Mr Lokesh Kumar Singh, Special Secretary cum Executive Director, State Health Society Bihar, Dr L B Singh, Mahavir Charitable Trust, Patna, faculty members of medical colleges, state programme officers of the State Health Society, representatives from IMA, IAP, Rotary, WHO, civil society organisations, members of the press and other key stakeholder groups.

Event photos



Media coverage



Shillong, 7 April 2018

This consultation was organised in collaboration with the North-Eastern Indira Gandhi Regional Institute of Health & Medical Sciences (NEIGRIHMS). The different sessions during the event focused on key issues including the status of UHC implementation in the North-East region; role of the private sector; and the impact of the Megha Health Insurance Scheme in the state of Meghalaya.

Participants: Mr A L Hek Health Minister of Meghalaya; Ms Patricia Mukhim, Editor, The *Shillong Times*; Prof. (Dr) D M Thappa, Director, NEIGRIHMS; Mr Toki Blah, President, ICARE Foundation, and representatives from WHO, local universities and colleges and other key stakeholders.

Event photos



Media coverage



Ranchi, 7 April 2018

The event in Ranchi was organised in collaboration with Department of Health, Medical & Family Welfare (HM&FW), Government of Jharkhand and the Rajendra Institute of Medical Sciences (RIMS).

The event focused on various facets of UHC and the way forward in the country, sharing perspectives from the governments, experts, NGOs and the private sector. A panel discussion deliberated on the importance of efforts of each individual towards UHC and achieving the SDG targets well in time. The Department of Health, Medical & Family Welfare, Government of Jharkhand also launched the Rotavirus vaccine on the occasion of World Health Day. The Department of Preventive and Social Medicine, RIMS also organised a rally, a quiz and *rangoli* competitions for students focusing on the importance of UHC.

Participants: Mr Raghubar Das, Chief Minister of Jharkhand; Mr Ramchandra Chandravanshi, Health Minister; Mr Sudhir Tripathi, Chief Secretary, Jharkhand; Mrs Nidhi Khare, Principal Secretary, HM&FW, Jharkhand; Mr Kripa Nand Jha, Mission Director, National Health Mission, Jharkhand. Other dignitaries present on the occasion included Mr Ramtahal Chaudhary, Member of Parliament; Dr Jeetu Charan Ram, Member of Legislative Assembly; Dr Sumant Mishra, Director-in-Chief, Health and Dr R.K. Srivastava, Director, RIMS. Also present on the occasion were representatives from WHO, UNICEF and key stakeholders.

Event photos



Media coverage

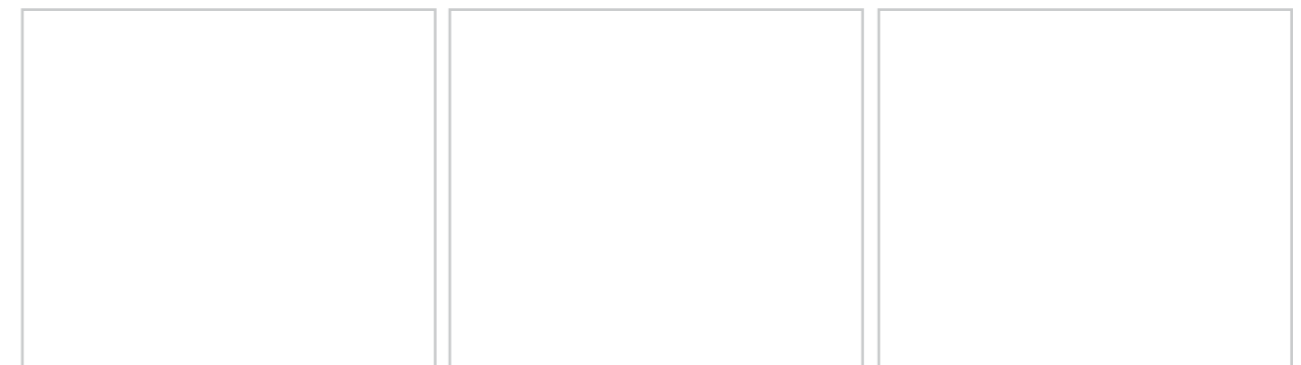


Jammu, 7 April 2018

In Jammu, WHO partnered with the Department of Health and Medical Education, Government of Jammu & Kashmir (J&K). The different sessions during the event focused on UHC including ways of increasing access to health services and addressing inequities; the *Ayushman Bharat* programme and its implementation status in the state; and new initiatives of the state government to strengthen healthcare.

Participants: Mr Bali Bhagat, Minister for Health and Medical Education, J&K in addition to representatives from WHO, members of the press and other key stakeholder groups.

Event photos



Media coverage



Ludhiana, 8 April 2018

The World Health Day programme was organised as part of the 22nd Annual Conference of North Zone Indian Association of Preventive and Social Medicine (IAPSM), in partnership with the Dayanand Medical College & Hospital, Ludhiana. The event focused on deliberating on the various facets of UHC with respect to health financing and insurance; prevention and control of noncommunicable diseases; child and adolescent health; controlling communicable diseases; and gender among others.

Participants: Dr Rajesh Kumar, Prof. and Head, School of Public Health, PGIMER, Chandigarh, subject matter experts, representatives from the WHO, members of the press and other key stakeholder groups attended the event.

Event photos



Media coverage



Jaipur, 15 April 2018

WHO, Academy of Pediatrics (IAP) and SMS Medical College teamed up to focus on UHC. The key issues discussed at the event included the various facets of UHC and way forward. The Guest of Honour gave away prizes to winners of slogan writing, poster and quiz competitions held on 7 April - World Health Day.

Participants: Mr Ramcharan Bohra, Member of Parliament (Guest of Honour); students and faculty members SMS Medical College; representatives from the government; IAP; members of the press; and other key stakeholders.

Event photos



Media coverage



360 The process: a 360° communications approach

An integrated communications approach was adopted across multiple cities to generate awareness about UHC. The objective was to inform stakeholders about UHC as a mechanism to drive progress towards other health goals and the larger SDGs by 2030 with target audiences.

The communication strategy for this campaign was aimed at amplifying impact through the synergy of strategic partnerships forged with state governments, civil society organisations, the private sector and the communities we serve, with the purpose of triggering effective dialogues amid experts across multiple disciplines, administrators, policy makers etc. to discuss the ambit, design and implementation of this evolving issue.

Naturally, this approach encompassed not just seeking out the right partners, but also in ensuring consistent and effective messaging across all platforms. Towards this end, **branded collaterals and other communication materials** served as an important tool to promote the idea. A series of posters, standees and branded giveaways helped build greater traction and recall for conversations around UHC. In addition, a digital campaign to engage with the youth on UHC was also launched through the Youth ki Awaaz, a user-generated content and news platform publishing stories on the subject by users.



Media engagement

Media is a key stakeholder and an independent voice. Hence, part of the campaign strategy was to seek their support on taking forward key messages. Accordingly, in each of the cities, members of the press were invited to attend the events. A media toolkit comprising press releases in English, Hindi, Kannada, Punjabi etc. were shared with journalists to enable them to accurately report facts and messages about UHC with various stakeholder groups. These events received extensive coverage in the media across national and regional newspapers, television, radio and digital platforms.

Twitter chat for World Health Day report

The #HealthForAll Twitter chat, undertaken as part of the social media strategy for World Health Day focusing on the theme of Universal Health Coverage, succeeded in creating a nuanced and balanced conversation reaching out to close to 3 million people on Twitter, with over 200 tweets sent out in the chat duration of over one hour. The idea behind chat was to spread solution-based awareness and drive engagement on UHC amongst the youth and inspire them to take action to accelerate efforts to meet health related SDGs by 2030.

The conversations on UHC were led by four experts – Alok Kumar, Adviser (Health & Nutrition, Financial Resources, and Administration) at NITI Aayog; Sanchita Sharma, Health & Science Editor, *The Hindustan Times*; Priyanka Dutt, Country Director, BBC Media Action India; Dr Chandrakant Lahariya, WHO. The primary themes covered were: how technology enables access to healthcare; role of media and UHC; India's progress in achieving Sustainable Development Goal 3 (Ensure healthy lives and promote wellbeing for all at all ages) and policy progress towards UHC; GDP contribution towards healthcare; and WHO's work on UHC. Stakeholders from the medical community as well as organisations such as Oxfam India and Population Foundation of India participated in the chat, and added to the layered and nuanced conversation. The chat is being documented on the *Youth Ki Awaaz* platform for internal and external reference and circulation.

Press coverage

The month-long campaign resulted in over 120 news reports across mainlines, regionals, online and electronic media. About 125 publications, including bloggers and freelancers across eight markets participated in the technical briefings organised by WHO in collaboration with the government and other key stakeholders. Senior Reporters used their social media handles to have conversations on this issue. The theme received attention on education platforms also – quiz contests were published in *The Hindustan Times* and winners received World Health Day themed merchandise.

Ranchi programme details:

	Event	Timings	Participants	Dept. assigned
1	Rally on WHD	08:45 -09:15	RIMS staff	Dept. of PSM
2	Art competition	09:15 - 09:45	RIMS students	Dept. of PSM
	Lecture on WHD theme		Prof. & HOD, Dept. of PSM	Dept. of PSM
3	Panel discussion	09:50 - 10:30	Prl. Secretary, H & FW	Dept. of PSM
			Mission Director - NHM	
			Director, Health Insurance scheme	
			Director-In-Chief, health	
			Director, RIMS	
			Prof. & HOD, Dept. of Medicine	
			WHO	
	UNICEF			
4	Video clippings and cultural programmes	10:30 - 11:00	Students and ASHAs	Dept. of PSM & State NHM cell
5	WHD & RVV introduction event	11:00 - 11:10	Welcome and lamp lighting	By Chief guests
		11:10 - 11:20	Welcome address	MD-NHM
		11:20 - 11:25	Introductory note on WHD & RVV	Prl. Secretary, H & FW
		11:25 - 11:35	Address by	Hon'ble Chief Secretary
		11:35 - 11:45	Release of IEC (WHD & RVV) and address	Hon'ble Health Minister
		11:45 - 12:05	RVV introduction and address by	Hon'ble Chief Minister
		12:05 - 12:10	Vote of thanks	Director-In-Chief, Health
	Break for 50 mins			
6	Quiz competition	13:00 - 14:30	Final 4 batches	Dept. of PSM
7	Prize distribution for quiz & art competition winners	14:30 - 15:00	By DIC & Director, RIMS	
8	Final event		Address by	WHO
			Address by	Director-In-Chief, Health
			Address by	Director, RIMS
9	Vote of thanks		Associate Prof. Dept. of PSM	



Join the UHC conversation on Twitter by using [#HealthForAll](#) and [#WorldHealthDay](#)

Online resources:

For information on World Health Day 2018, visit:

http://www.searo.who.int/india/mediacentre/events/world_health_day/World_Health_Day_2018_WCO/en/

